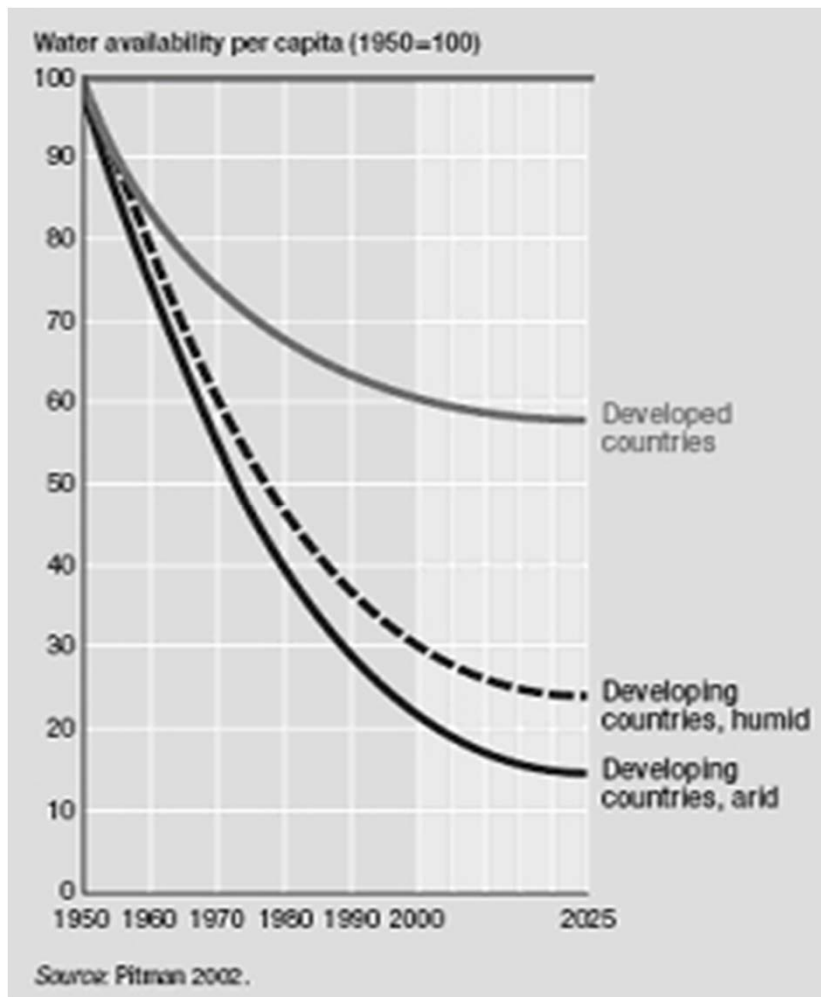


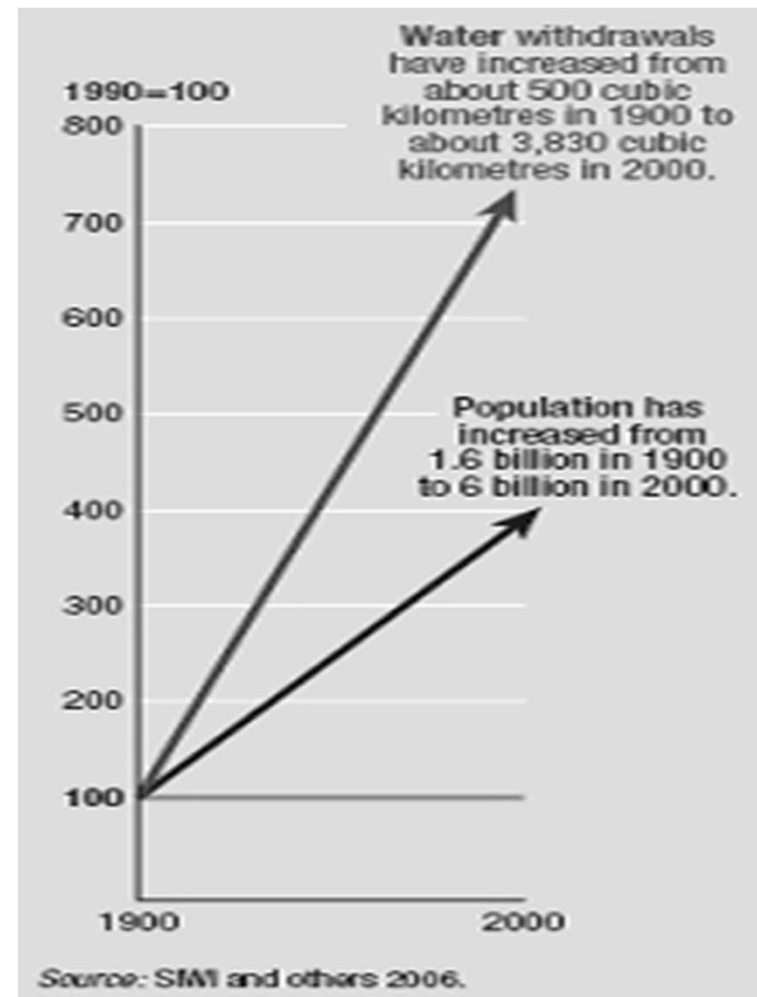
Improving the capability and competitiveness of the Victorian water sector and assist firms to expand their markets

David Downie,
Executive Director
Department of Business and Innovation

Growing Global Trend



Water Availability Per Capita



Water Withdrawals

Global demand for water expertise

- Water market development and water monitoring and management technologies;
- Supply and recycling technologies;
- Water efficiency technologies (spread across urban, agricultural, industrial and household uses);
- Leading edge design, training & advisory services; and
- Linking water treatment & management activities to growing demand for renewable and low emission energy sources

Action items.....

- Expanded role for Water Australia
- Development of a local industry
- Greater Export Collaboration
- Together with ICN, identify local opportunities for Victorian companies

What's coming up...

- Outbound irrigation mission to the US
- Inward water delegation from Colorado
- World Bank mission to South East Asia